Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.914
A5F732
cop 1

LIBRARY
CURRENT SERIAL RECORD
MAY 26 1943
U.S. DEPARTMENT OF AGRICULTURE

FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

APRIL 24, 1943 No. 3

WORK WIRE

The second series of Reconnaisance Reports wired from the field are being tabulated and the first CROP COMMUNIQUE to the states will be sent from the regions this week. This will be the guide for information workers to follow until the next wire, scheduled to follow two weeks later.

* * * * * * *

The second wire Reconnaisance report shows we're short of the goals in some of the critical crops: Dry beans 80% of the goals, Peanuts 84% of the goals, Sugar beets are lagging at 63% of the national goals. Step up the drive to reach objectives on the crops that are still short!

* * * * *

Military Men to help—Follow the precedent of one of the states and call upon the Quartermaster Corps to assist you in the production goals campaign. Here's what the army says—

WAR DEPARTMENT

> The Quartermaster Corps reiterates its willingness to cooperate in the Department of Agriculture program to assist agricultural workers in meeting the nation's food production goals.
>
> Quartermaster officers stationed at leading supply depots are available on call of State War Boards to address local or State farm meetings on the subject of the Army's food needs. America's fighting men are depending on American farmers to produce those food supplies needed to defeat the Axis.
>
> /s/ E. B. Gregory
> Major General
> The Quartermaster General

By calling the nearest Quartermaster Corps depot you can get the army men to participate in the information push to reach the goals. All depots have orders to join forces with you on your request. They can put on a mighty good show and give effective help. Make use of their offers to join the offensive! For a list of the depots and the states they are assigned to, see Farm Mobilization Calendar Feb. 6 - Feb. 13 - 1943.

Hiking the Harvest: This is a reminder to info people to use material already in the field to encourage simple conservation practices -- especially contouring -- which will increase production. We face a short feed situation because of the increased numbers of livestock. Contouring row crops will increase yields, on an average, 10 percent. Proper conservation practices can give a strong boost to production that may put us over the top!

SCS reports show there are enough people trained in laying out contouring so that lack of technical skill won't be a bottleneck. In the seven SCS regions, 10,000 training meetings have been held attended by 205,000 farm leaders and committeemen. In addition, 326,000 farmers were told how at 13,000 training conferences. Make this effort and knowledge pay dividends in FOOD. See WB Info Series 208, being airmailed soon.

HOGS TOO HIGH?

An alleged statement by War Food Administrator Davis that hog prices are one dollar too high was given wide attention in the press during the past week.

In USDA Press Release 2182-43, Harry Reed, FDA livestock and meats branch chief who presided at the meeting at which Davis was reported to have made the hogs-are-too-high remark, denies Davis made such a statement.

"He said controls on the price of live hogs would be necessary if hog prices did not adjust themselves in line with wholesale ceilings," Reed stated, "but he pointed out that no ceilings would be imposed until it was demonstrated that present control methods were inadequate to achieve the desired results and he made no estimate of how much of a gap remained."

A WFA announcement on April 10 said hog prices before that date were $1 to $1.50 above their proper relationship to wholesale pork ceilings, but hog prices in recent weeks have declined a dollar or more from the previous peak.

House Says 'No' to Incentives: Last week's Calendar mentioned that the House on April 16 voted 121 to 81 that incentive payments could be made under existing legislation. Later, on April 20, the House by a vote of 229 to 90 prohibited using any of the $300 million appropriated for the conservation program for incentive payments. House action does not affect payments for potatoes and truck crops as announced previously. See WB Memo 204, April 17.

Food Production Outlook: Farmers' food production plans for the year will be summarized on the Monday, April 26, Farm and Home Hour by Dr. Sherman Johnson, chief of FPA's production programs branch. He will review latest data available on production trends.

"Flowers in the Victory Garden" will be another feature on Monday's F&HH. During remainder of the week, these topics are slated: "Sugar in Home Canning" and "Move the Dry Beans and Soybeans," Tuesday, April 27; "Town Youth as Farm Help," Wednesday, April 28; "The Farmers' Part in Fighting Meat Black Markets," Thursday, April 29; Secretary Wickard, Friday, April 30; 4-H program, Saturday, May 1.

------REVAMP ON MEAT RATION----------

Under OPA Ration Order 16, farmers had to surrender ration points for meats they sent to custom slaughter. The order is being amended -- OPA press release and WB Memo are forthcoming -- to eliminate this proviso.

The amendment offers a good peg for recaps on why farmers need slaughter permits. Points to stress are that the permit system (1) controls meat slaughter by making records of all legitimate slaughterers and identifies legitimate meat by a stamp on wholesale cuts; (2) prevents increased slaughter by those who normally don't slaughter and who may channel meat away from sources the Army, Navy, and Lend-Lease depend upon; (3) stops flow of meat into black markets; (4) allows new slaughter in areas where livestock has increased, need for meat is up and ample facilities weren't available before.

WBs will get copies of new point charts with values effective May 3 and the primary distribution form (R-1609) which farmers will use in returning ration points to War price and Rationing Boards for sales of meats, fats, oils. Form R-1609 will be distributed about May 20.

Things to Come: A glance into the mill reveals these info materials shaping up for early distribution to the field: An over-all summary of goals by classes and commodities; radio shorts on price support and payment crops, suggestions for getting tomato and canning crop acreage, statement on potato and truck crop programs, a campaign handbook covering all rationed foods, an explanation for farm women on how to sell home-canned foods under rationing regulations, report on the number of families enrolled in the home food supply program.

'This Certifies That.....'

Certificates of Farm War Service for families enrolled in the farm production program will begin rolling to State WBs about May 1. A WB Memo will outline the distribution basis. Attached will be a suggested letter for county WBs to mail with certificates.

The certificates should get wide attention on both state and county levels. These ideas would help:

--- Award a portion of the certificates publicly.
--- Get pix and features on first families receiving them.
--- Get the first recipients on the air.
--- Dramatize the number of awards for both state and county.
--- Link info on certificates to production prospects, problems.
--- The certificate recognizes the farm family as a war production unit, a morale-boosting theme for features.

Container Conservation: A folder describing the need for re-use of containers for fresh fruits and vegetables will go to the trade soon as opening gun of FDA's container conservation campaign. Display posters boosting re-use will go to WBs, Extension county agents, wholesale warehouses, produce markets, railroad and truck terminals. Fruit and vegetable associations will distribute labels and stickers for containers encouraging re-use. The campaign is underway in Northeast, North Central sections and soon will get into stride elsewhere.

We're Still Well-Fed: The public soon will see a lot about USDA's nutrition and food conservation campaign. August copy for the Meyer-Both ad mat service will be devoted to the new program. Magazines planning feature pieces, either on the not-so-full-but-still-well-fed angle or about the basic seven food groups, include Collier's, Woman's Day, McCalls, American Cookery, and Parents. Plans are being made to supply materials to women's page editors through OWI.

Consumer's Guide will tell about the new nutrition groups in April and the June issue will tell how a nutrition committee in a defense area operates. Consumer Time on May 1 (NBC, 12:15 p.m., EWT) will discuss the basic seven food groups.

Theatres Cooperate: One county AAA farmer fieldwoman in Wisconsin has sold local movie theatre operators on the idea of flashing farm war slogans on the screen at all performances. Many of the slogans, signed by the county WB chairman, come from USDA info releases.

Parleys on Farm Labor: Regional Extension conferences on the farm labor program will continue this week with meetings set for Memphis on April 26 and 27 and Salt Lake City on April 30 and May 1. Conferences already have been held in New York City and Chicago. Sessions are bringing together state Extension directors, state Extension editors, labor leaders, representatives of other USDA and federal agencies.